

LEO BURNETT COMPANY, Inc.

New From Philip Morris

Ad No. 314—Req. No. 50570—1 page—B&W—7 x 22 in.

Super Market  
Automobile News (Motor)  
Independent Retail News  
Drug Topics  
Chain Store Age (Drug)  
American Druggist  
Retail News  
College Store  
Cigar & Tobacco Journal  
Tobacco Journal  
Tobacco & Confectioner's Guide  
Tobacco Leaf  
Tobacco World  
Masters Tobaccoist  
U. S. Tobacco Journal

March, 1961

EC

# New from Philip Morris LONG SIZE Marlboro

POPULAR-PRICED FILTER CIGARETTES



#### NEW MARLBORO FLIP-TOP BOX

The most important advance in cigarette packaging in 38 years! Looks like a regular cigarette pack and fits easily into pocket or purse. But it's firm to keep cigarettes from crushing or tobacco crumbs from spilling.

#### NEW MARLBORO DELIVERS THE GOODS ON FLAVOR

New easy-drawing, flavor-saving filter. Made in Richmond, Virginia, from a new Philip Morris recipe. Delivers the goods on flavor.

#### NEW MARLBORO HAS ALL THE PRESTIGE OF PHILIP MORRIS BEHIND IT

#### MAJOR LEAGUE ADVERTISING

Television

"I LOVE LUCY"

America's top-rated TV show!

"PUBLIC DEFENDER"

with 12 million viewers a week!

NIGHTTIME SPOTS!

Newspapers

FULL-PAGE AND 1750-LINE ADS

This will be the program in every leading market from coast to coast very soon.

New Marlboro filter cigarettes will be in all markets soon.  
Watch for their introduction in your city!

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